

Analysing the Applications of Marketing in
Dayang Runner's Brand Building

DAYANG
RUNNER

RUNNER

Final Internship Report on

Analysing the Applications of Marketing in Dayang Runner's Brand Building

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26 March, 2014

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Sub: Submission of final internship report for completion of BBA Program

Dear Sir,

I am pleased to submit my Internship Report on “Applications of Marketing in Dayang Runner’s Brand Building”. This report was part of my assignment during my intern at Runner Automobiles Ltd.

I have prepared the report through working with my supervisor (at Runner Automobiles Ltd.) and consulting with you. I am submitting my internship report and I will be grateful enough if you kindly accept my report. Thank you.

Yours Sincerely,

Amid Sakif Khan

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Finally, I like to show my gratitude to my loving parents for their loyal support for continuing my internship program and completing the report as well.

Executive Summary

Runner Automobiles Ltd (RAL) is a leading motorcycle manufacturing company in Bangladesh with a powerful combination of skills and resources to provide a platform for delivering strong growth in today's rapidly changing transportation demand. RAL has a wide range, total fourteen different motorcycles from 50CC motorcycle to 150CC motorcycle with three brands. Among them Dayang Runner is the most famous and older one. RAL is currently operating only in Bangladesh with 800 above working employees of all level from factory workers to Chairman. Till today, each and every business and brand of RAL have both push and pull in the market. Of which, Dayang Runner being the only brand of RAL, is enjoying leadership in motorcycle manufacturing and selling business. Hence, in this report I tried to analyze the applications of marketing in Dayang Runner's brand building. First and foremost the key strength for Dayang Runner is its brand equity. Along with that, Dayang Runner is very careful in maintaining brand consciousness all through. Also, I have analyzed the products of Dayang Runner on BCG matrix. Later, I have conducted a thorough analysis on what branding laws they follow. By the end of the analysis, there is a thorough explanation on how Dayang Runner is creating an integrated marketing communication (IMC). After analyzing the brand building strategies, some revamp options have been recommended in this paper. Such as, focusing on people hiring in marketing or HR analysis of older employees, focus on above 100CC segment, strategy for brands etc.

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CHAPTER 1

Introduction

1.1 Objective of the Study

The report consists of two sets of objectives:

General Objective: To learn about the applications of marketing in Dayang Runner's brand building of Runner Automobiles Ltd.

Specific Objective:

- 1) To gain practical knowledge regarding branding strategies.
- 2) To learn about the consumer promotions.
- 3) To identify the promotional strategy for different level of consumer.
- 4) To analyze the processes and identify areas where improvement could be required.
- 5) To be able to propose some recommendations for improvement in the processes.

1.2 Methodology

Primary Source:

- Face to face interview with the Sales and Marketing team of Runner Automobiles Ltd.
- Insights from the consumers
- Personal discussion with employees
- Expert Opinion
- Personal Observation

Secondary Source:

- Runner Automobiles Ltd. website
- Article and journals

1.3 Scope of the study

The scope of this report is broad for analysing due to the vast availability of the data. However, preserving the privacy of the company's procedures and policies, this report provides the best possible knowledge that could have been accessible under the accompanying limitations.

1.4 Limitations

The constraints that were faced during the completion of this report are as follows:

- 1) The officials interviewed for the report had to maintain the privacy of the organization which may have resulted in inadequate information collection.
- 2) Information sources did not provide any significant problems they may be facing in the processes so I had to depend solely on my deductions based on the information collected.

CHAPTER 2

Organizational Overview

2.1 Background



Fig: Logo of Runner Group of Companies

Runner Group of Companies started their journey in the year 2000. The then they started with only one company 'Runner Automobiles Ltd' (RAL) in the vision of manufacturing and selling motorcycles in Bangladesh. Gradually they have broadened their area of expertise and went to other businesses.

In October 2004 they started 'Runner Motors Ltd.' (RML). Eicher Motors Ltd. of India appointed RML as an Exclusive Distributor for famous Eicher brand (LCV and MCV) trucks and pickups in Bangladesh. Eicher trucks are manufactured by Volvo Eicher Commercial Vehicles Ltd India which is a joint venture of Volvo Group and Eicher Motors.

More companies were introduced later on; they are - 'Runner Properties Ltd.' (RPL), 'Runner Argo Products Ltd.' (RAPL) and 'Runner Bricks Ltd.' (RPL). 'Runner Bricks Ltd' (RPL) has an automatic, gas burned brick factory in Maymensingh.

2.2 History of Runner Automobiles Ltd.

Runner Automobiles Ltd. (RAL), the flagship company of Runner Group, manufacturing motorcycles, started its journey in the year 2000. The organization has over 800 employees.

In the past 13 years, the company has invested a large amount of capital to introduce complete set of advanced production technology and equipment. Till now, the company's production capacity has reached 500 motorcycles per day. RAL's products cover 4 series of motorcycles range from 50 cc to 150 cc, and about 14 models of motorcycles.

It is to be mentioned here that to create industry friendly environment, Runner Automobiles Ltd. is not only engaged in making the gradual development to become a complete motorcycle manufacturer, but also providing technical support, incentives and whole hearted co-operation to the progressive, small & medium entrepreneurs to build factory for spare parts and accessories of motorcycles. On this purpose RAL has developed a hi-tech motorcycle manufacturing factory in Bhaluka, Maymensingh with collaboration of a Chinese motorcycle manufacturing company name, 'Luoyang Northern Ek-Chor Motorcycle Ltd' by a technical support agreement.

By earning good reputation, RAL has captured the domestic market as an avant-garde in this horizon. At present RAL has more than 200 dealers and over 400 sales centres – service centres run by trained dealer staff. RAL is selling the highest quantity of motorcycles in the domestic market as a manufacturer. RAL is also the market leader as regards to 80 CC motorcycle.

2.3 Runner Automobiles Ltd's Mission, Vision and Strategy

Vision:

To become the leading motorcycle manufacturer of the country with renewed focus on expanding Company's footprint in the global arena.

Mission:

To manufacture motorcycle based on customers' requirements and ambition, maintaining standard in style, technology and excellence, and to provide fulfilment and prosperity for employees, dealers and other stake holders.

Strategy:

To build a strong product range across categories, explore expansion opportunity globally, continuously improve its operational effectiveness, aggressively expand its access to customers and continue to invest in brand building activities.

2.4 Brands of Runner Automobiles Ltd.

As said earlier Runner Automobiles Ltd is the largest motorcycle manufacturer in Bangladesh they have three brands and under these they have various models of motorcycles. The brands are:



Fig: Dayang Runner logo

‘Dayang Runner’ is a joint brand with the ‘Luoyang Northern Ek Chor Motorcycle Ltd’



Fig: Freedom Runner logo

‘Freedom Runner’ is totally a Bangladeshi brand

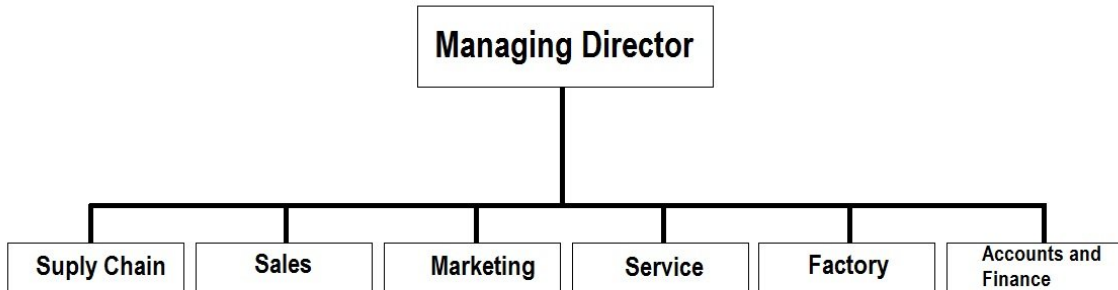


Fig: LML logo

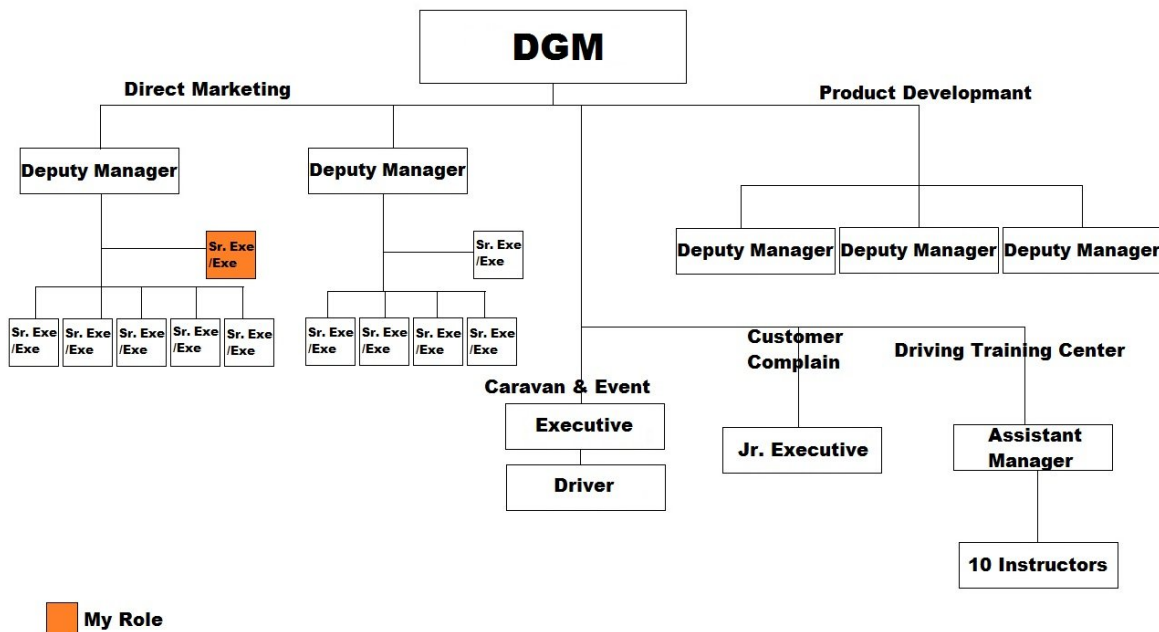
LML is totally an Indian brand. Runner is trying to make an agreement with LML to make this to ‘LML RUNNER’ and manufacture this brand in Bangladesh.

2.5 Operational Network Organogram

Runner Automobiles Ltd.



Reporting Structure of Runner Automobiles Ltd. Marketing



Major Functional Department of Runner Automobiles Ltd.

These are the five major functional departments of RAL in the head office, Dhaka and in the factory, Bhaluka.

Marketing Department

- Managing all sort of strategic and operational activities of RAL.
- Participating major exhibitions, and make product fairs in different areas.
- Coordinating with media and understanding consumer insights through conducting market research
- Communicating with the consumers on queries
- Collect information in product development.

Sales Department

- Distribution of the sales target in the respect of market size and Territory Officer in terms of value and unit.
- Pay regular visit to the dealers and encourage to sell more
- Monitoring and analysis of the competitors activities

Project Development & Supply Chain

- Help supply chain and manufacturing more developed and with right sort of tools and machines.
- Research and develop different parts of the products for more efficiency and comfort.
- Managing on time distribution, operational and strategic buying, packaging for the brands of RAL

Accounts and Finance Department

- Maintains all the accounts such as, recording of transaction, preparation final financial reports, costing and budgeting, taxation, bookkeeping's, providing funds to the projects etc.
- Preparation final financial report for performance analysis of RAL
- Feasibility test on different projects.

Manufacturing

- Conducting all sort of manufacturing related activities for RAL.

CHAPTER 3

The Job

3.1 Job Nature and Description

I was working as Trainee Senior Executive on the Direct Marketing wing at Runner Automobiles Ltd. Since I was working in a trainee position, my job was both solely and group operational. The job description for a Trainee Senior Executive is as below:

- **Managing Consumer Promotions:** I was responsible for ensuring proper implementation of the consumer promotions for Dayang Runner and Freedom Runner. Such as, I had to design posters and paper advertisements with all the other operational personnel of Direct Marketing wing.
- **Coordinating with different functional departments:** I was assigned with responsibilities to ensure smooth and on time supply of out sourced products and other communication materials.
- **Working with different agencies to ensure proper communication:** My role also required to work with different agencies in order to develop communication and promotional materials, motorcycle sticker design, events & different activations
- **Conducting market research to understand consumer insights and business trends:** I had conducted few market research activities with few members which helped us understand the strategies of our competitors. Also, conducted a research on our products' development.

3.2 Contribution to Runner Automobiles Ltd.

In each of the given responsibilities, my job was to ensure all sorts of operational activities for DAYANG RUNNER which is the biggest and the most powerful brand of Runner Automobiles Ltd. In the following paragraphs, my contributions are described in details.

1. **Managing Consumer Promotions:** The most vital task of my job was to manage the operational activities of the Consumer Promotions of 'Dayang Runner'. I had to make newspaper advisements, posters designs, catalog design etc with printing. My work was also in a group task with other marketing team members to carry out successful campaign for different brands.
2. **Coordinating with different functional departments:** As my job was also solely operational, coordination with other departments was a huge part of my job. Centred on the current Consumer Promotion of the brand, I had to coordinate with Field Sales, Customer Care, Accounts and Finance on a daily basis to ensure that everything is being done perfectly. To ensure such perfection, I constantly have to coordinate with all the functional departments. As a result, it ensures a smoother flow of business all around.
3. **Working with different agencies to ensure proper communication:** Another important role that I had to play is to develop different communication materials with creative agencies. Since we give weekly or monthly updates on Facebook, newspapers and television channels, I have to ensure the timely development of these updates with new winners to attract more participants, in other words, to attract more people to buy the product. As huge amount of money is already involved in the entire process, it constantly requires me to be creative and figure out loop-holes to grab greater opportunities through ATL activities. Not only developing TVC and Press Ads, I also have to take care on developing danglers, buntings, trade posters, catalogs of different motorcycles. Furthermore, I have to work with agencies to introduce events to the market. Recently, we launched a campaign of 'Shakib Al Hasan's Best Fan Contest' of Freedom Runner Brand. Thorough that we are trying to attract more and more people to know about the company and quality of the products.

3.3 Relating Theory into Practice

Theories and practices both have significant impact on developing a student to a future leader. However, it may vary from job to job in terms of the effectiveness of the theories into practice. In my job, most of the theories learned were not applicable. Hence, I have tried to come up with the reasons behind and how it is being not met with examples from my real life experience.

1. **Marketing is a vast and challenging subject:** The first thing that I have realized both during my studies and job is that marketing is a vast subject. Thus it is important that we are taught about the most recent and relevant concepts of marketing and not limit to a certain view. For example, from the very beginning of our studies we have learned that 4Ps is what it takes to successfully manage marketing activities of a product or a brand. However, real business practices are different. They are not identified based on the Ps of Marketing. Rather every product or service is reengineered and improvised based on the needs. Though it is very challenging to cover every aspect of marketing within the given curriculum time, is it similarly essential to manage all that to keep up with the demand of knowledge in the job market.
2. **Theory based studies make it difficult to implement ideas in practical context:** An overly theoretical study in marketing could often create tunnel vision. Since most of the theoretical part requires us to memorize, thus memorizing way too many terms or definitions could destroy the caliber of a good student. As a result, it is important to understand the concepts of marketing in the first place and then try to apply those in real life. For example, in my job I had to conduct a market research where I first had to break down the showrooms who sell Scoters or Scotty of different areas of Dhaka, where we went for a sampling activity. Later, I went those participants and asked them few questions and based on their answers I marked the variables on a scale of five. From there I calculated the percentage of acceptance for different variables. Before making the presentation with the results, my supervisor told me to change the word 'Area' to 'Clusters'. Soon enough, I realized that I have successfully conducted a cluster sampling. Also I realized that in real life it was a lot easier. All it takes is proper guidance that I got from my supervisor which made me more appropriate and sound more professional in terms of usage of the research terms.

3. It is difficult to implement steps by step process of Marketing activities, advertising or brand building in Bangladesh:

In Bangladesh, it is very difficult to implement the step by step process of advertising or brand building. For example, in the course of just 3 months, we had to change the communication messages, redesign and introduce new forms of communication with newer messages for the consumer promotion based on the product details. For example, due to political unrest we had to face lot of difficulties regarding our consumer promotion. As a result, in a very limited time and this led us to develop new communications to keep the hype of the dealer motivation and consumer promotion. Otherwise we were not going to achieve the target. This indicates that in Bangladesh most of the work requires to be done on a reactive basis. Moreover, consumer behavior in Bangladesh is way too different. We have learned about attaining consumer delight. But here in my job, we look forward to ensure dealers satisfaction, where retailers and the consumers help each other in the buying process.

However, building the basic foundation is very important. As a result, theories do need to exist but only those theories that make a person capable to fit within the modern concepts of business. Just like I couldn't relate a lot of theories learned, I could also relate a lot. Such as, SWOT, Brand Positioning Grid, Y&R grid, Brand Equity, Different types of buying behaviours, Classification of product benefits etc. On a regular basis, these things are proving to be worthy. I believe during my time at BRACU I have learned too many theories among which many are currently outdated or irrelevant in prospect of Bangladesh. More concrete education on trade marketing is badly in need for the future students. This will give them a better view on concepts such as organized trade, modern trade, primary, secondary and tertiary sales and the tactics, trade promotions, off-take, distributor, distributor sales representatives, their work and ways to manage, etc. Also, since marketing is more about being able to understand the concept and practically/physically implementing it, hence I think classroom workshop on topics like negotiation, business war games etc. could have been a great way of learning. Also, in general the business school should develop a teaching method where students would get more real market exposure. Such as, giving more assignments on modern theories where the students will have to go out on the market to understand the concept. Also, tasks such as developing jingles, ads, designing marketing plans, real time selling of products could be a part of the teaching method.

CHAPTER 4

Finding & Analysis

4.1 Brand Profile- Dayang Runner

Dayang Runner is one of the highest selling motorcycle brands in Bangladesh and which is the only joint brand of motorcycle industry with a Chinese company in Bangladesh. Runner Automobiles Ltd. wanted to give a total transportation solution to all level of earning people. To meet this goal RAL introduced 'Dayang' a Chinese brand motorcycle to Bangladesh. Gradually they did a collaboration agreement with Dayang and created a brand name Dayang Runner. Now they have a wide range of products coving 50CC – 135CC motorcycles.

DAYANG is a Chinese brand of Luoyang Northern Ek-Chor Motorcycle Company. In the very beginning of RAL (Year 2001) they used to import motorcycles and after few years they started assembling motorcycles and now they started manufacturing motorcycle form 2012 in Bangladesh. There was a technical collaboration agreement between Luoyang Northern Ek-Chor Motorcycle Company and RAL for all the technical support for manufacturing and joint the two names together as DAYANG RUNNER.



Fig: Daynag Runner Brand Logo

Now Dayang Runner has 8 different models under it, they are: Dayang Runner DY50, Dayang Runner AD80S, Dayang Runner AD80S Alloy, Dayang Runner AD80S Deluxe, Dayang Runner Galaxy, Dayang Runner Apollo, Dayang Runner Bullet 100, Dayang Runner Bullet 135. The brand is already popular all over the country for their quality product and quality service.

4.2 Dayang Runner Models in Bangladesh

For Bangladesh, Dayang suggested few models for Bangladeshi road and weather condition, and now the models are being manufactured with their technology.

The models and MRPs are:

Models of Dayang Runner	MRPs (BDT)
DY50	74,000
AD80S	78,000
AD80S Alloy	80,000
AD80S Deluxe	84,000
Galaxy	86,000
Apollo	89,000
Bullet 100	95,000
Bullet 135	1,25,000

4.3 SWOT Analysis

Based on information acquired from the organization and consumers, below a SWOT analysis of the brand is provided.

Strengths

- i) Superior product quality
- ii) Price
- iii) Service and parts availability
- iv) Dealer network
- v) Product range

Weaknesses

- i) Brand awareness
- ii) Fuel consumption
- iii) Moderate research & development

Opportunities

- i) Future market opportunities for female riders.
- ii) Competitor's deficiency in 50cc and 80cc
- iii) Power to drive the 50cc and 80cc market

Threats

- i) Copy strategy of other motorcycle importers
- ii) Local firms offering higher trade margin and other incentives
- iii) Agreculture dependency
- iv) Rural Communication
- v) People's perception
- vi) Political unrest

4.4 Dayang Runner Brand Models in BCG matrix

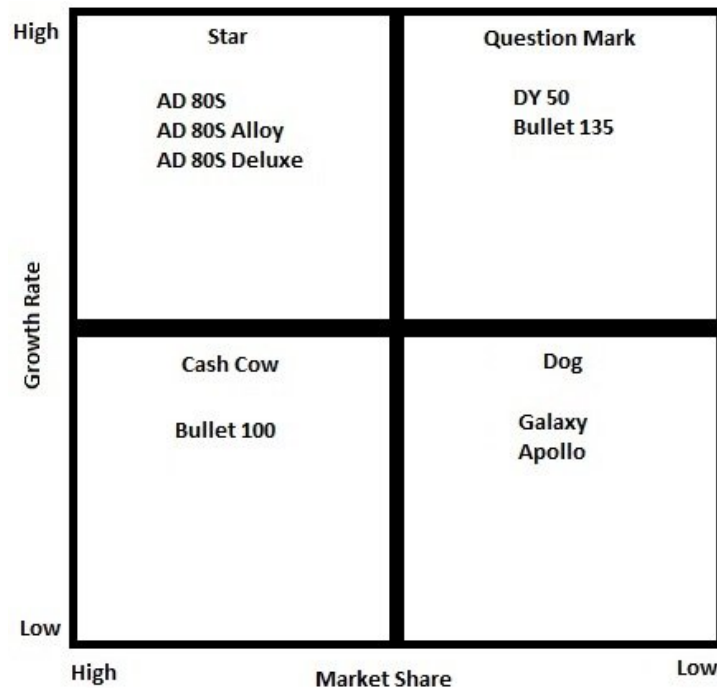


Fig: Dayang Runner Models in BCG Matrix

Star: AD 80S, AD 80S Alloy, AD 80S Deluxe are the star products of Dayang Runner. These three has to most market share of 50cc and 80cc market in Bangladesh.

Cash Cow: While the 100cc segment is the highest selling segment of our country, Bullet 100 is not climbing the curve. Though it is a profitable model. Despite of have milage problem the motorcycle is perfectly allright. As a result, this is considered as a Cash Cow business for Dayang Runner.

Question Mark: DY 50 and Bullet 135 both are potential products and has relative market share, high growth rate to some perticullar areas. These models are treated as question mark business.

Dog: These two models Galaxy and Apollo has beaulifull looks and has good review but didn't fit for the market where it was ment to be. People who likes to buy 80cc motorcycle thinks that Galaxy(80cc) is a big motorcycle and Apollo(100cc) is a small Motorcycle. So they both have small market share and low growth rate. Thus, these are treated as Dog in the matrix.

4.5 Laws of Branding (Which are followed)

There was an old expression “Nothing happens until somebody sells something”. Now this is replaced by “Nothing happens until someone brands something”. Conventional marketing is doing everything related to sell the product. Only selling the product will not give a prospector the knowledge about new services. Marketing is to build a brand to the prospector’s mind and branding is to differentiate from all others. To make a successful brand a company should know the field and the product very well to play in the market. So, various guidelines are there to make a brand in a successful one. Working there, I found few immutable laws of Branding they follow in RUNNER for Dayang Runner.

1. **Law of Publicity:** Brands become famous with the word of mouth, where others say that the product is the best in its category. DAYANG RUNNER has these advantages and they use this strategy to move forward. They have customer’s list to prove a new customer that their previous customers are fully satisfied with product and service.
2. **Law of Advertising:** People remember a brand through advertising. If a brand is not in front of customer’s eyes, the brand will lose its potential market. As speaking of advertising, Runner is little week on doing it for some management decisions. Though they are preparing themselves to make and execute a 360° marketing soon.
3. **Law of Extensions:** If the brand name is tied up with every product, the brand name will be diving into few problems. RUNNER did not do such activity on their motorcycle models. I.E. Bullet 100, Apollo etc. it is not written in DAYANG RUNNER Bullet 100.
4. **Law of Category:** A leading Brand should promote the category, not the brand. The brand **Runner** started a category in the motorcycle business in Bangladesh which is “manufacturing motorcycles”. Many companies try to establish themselves as a motorcycle manufacturing company of Bangladesh. But Runner was the first brand which started not assembling but manufacturing motorcycle in Bangladesh.
5. **Law of Siblings:** There are Siblings to Dayang Runner, which is Freedom Runner. Freedom Runner is more focused to high-end motorcycles where Dayang Runner targets the less priced motorcycle.



6. **Law of Shape:** The RUNNER logo is very easy to recognize and very easy to remember. It is only the name written in English with a little style in to it.
7. **Law of Colors:** Well, the color of the logo is very simple. There are two colors red and blue. The previous logo was full red. After they redesigned the logo it was given in Red and Blue combination. So Dayang Runner logo was given same colors. Competitor like Walton has the same colors and raises a debate. But Runner was the first who was into the Motorcycle business.

Using different laws are giving them little advantages but Dayang Runner lagged behind from making it a huge brand. It should be more focused and should aim directly to their USP.

4.6 Generating integrated Marketing Communication (IMC)

Integrated Marketing Communications or IMC means integrating all the promotional tools so that they work together in harmony. It is the development of marketing strategies and creative campaigns that weave together multiple marketing disciplines (paid advertising, public relations, promotion, owned assets, and social media) that are selected and then executed to suit the particular goals of the brand. It requires the marketer to understand each medium's limitation, including the audience's ability/willingness to absorb messaging from that medium. This understanding is integrated into a campaign's strategic plan from the very beginning of planning - so that the brand no longer simply speaks with consistency, but speaks with planned efficacy. Daynag Runner has a very strong strategy to ensure IMC for the massive business in Bangladesh. Below the set of activities are described that are used to generate IMC.

- 1) **Advertising:** Runner started their pre-ATL activities from end of 2012 and started appearing on mass media in the mid of 2013. Though Runner runs advertisement campaigns in all the present media utilizing every media vehicles through-out the year. Based on the seasonal demand, the advertisement campaigns are time to time redeveloped. Recently some internal management decisions were bring made to stop all ATL activities expect billboards and pasting posters. Previously Dayang Runner campaigns were being on air for six months in various media vehicles through media buying including online. As this is a dealer based organization, dealers were related with advertising locally for the brand and the products.
- 2) **Road Shows:** Road Shows are conducted every month by Dayang Runner in different areas of Bangladesh. Actually road shows are organized by the local dealers, but all technical support is given by the RUNNER.
- 3) **Test Drive Program:** Test Drive Program is a very effective promotion from where the organization including dealers can learn about the consumer's perception and requirements. Test drive facility is given every day from the dealer's showroom. They targets old riders who are using competitor's product, so that they can identify the difference and compare themselves. Each time R&D department comes up with something new, they give the prototype to some dealer points to test through the customers sometimes.

- 4) **Consumer Promotions:** As RAL is a dealer based company, they motivate dealers to do consumer promotions and activations. Throughout the year dealers and Runner's Sales-Marketing team negotiate for different promotional activities. Such-as a Dayang Runner Motorcycle Exchange Offer, fair in a particular area etc. Some major campaign is done by Runner Head-Office, such as, participating in DITF and its offer.
- 5) **Trade Promotions:** Trade promotions are one of the major drivers for enhancing the sales of Dayang Runner Motorcycles. Trade promotions such as slab promotions, rewards and other sales incentives are provided through-out the year to increase sales.

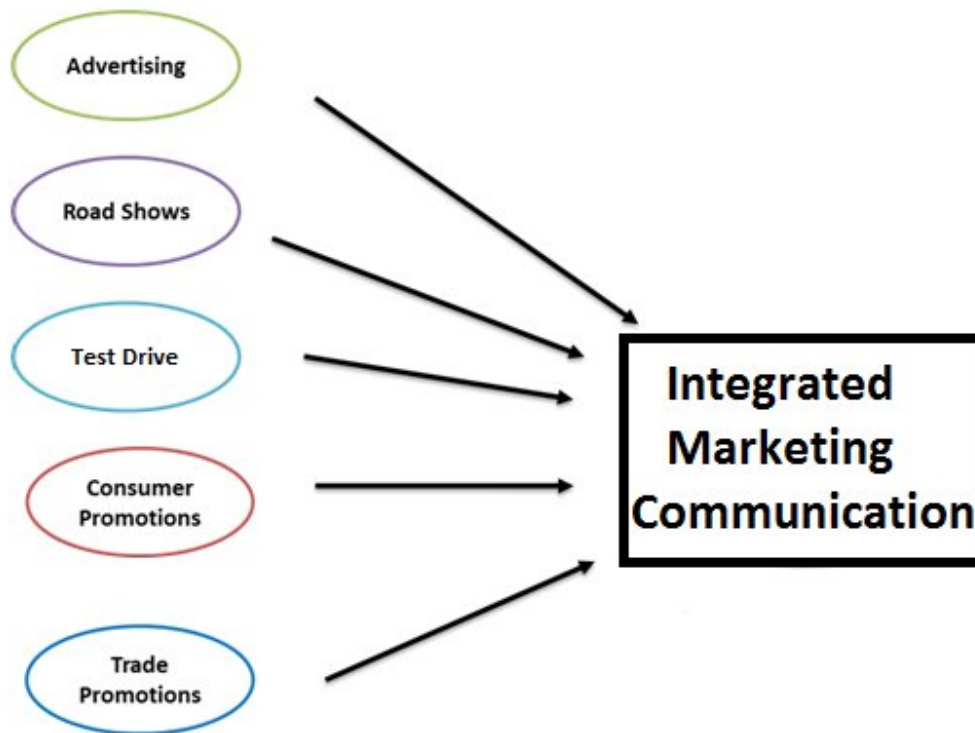


Fig: Integrated Marketing Communication for Dayang Runner

CHAPTER 5

Recommendations and Conclusion

5.1 Recommendations

Recommending a big company like RUNNER is not an easier for me. Obligations, laws, politics, political situations, finance, economy, customers all are the parts and organs of this company and the brand's (Dayang Runner) position. Despite all the facts, Dayang Runner is the leader in Bellow 100CC category but not in above 100CC category. What they did for bellow 100CC is not working for above 100CC. However, Dayang Runner needs to concentrate in few new of the areas. These are

- Focus more on creating overall brand value.
- Focus it more on Bangladeshi Brand.
- Not introducing variant in the market frequently.
- Look for efficient workers for creating brand value.
- Focus on innovation and renovation for targeting new market.
- Do efficient feasibility test for each and every campaign
- Monitor local competitors' strategies since the competitors are gaining market share day by day.
- Focus on 'above 100CC' segment, to create market.
- Target young people using Shakib Al Hasan.
- Focus on creating USPs for each model. Not one for all models under the brand.
- Make a complete strategy for the Brand.

3.2 Conclusion

‘Dayang Runner’ is a well reputed brand in Bangladesh in terms of bellow 100CC motorcycles. They have created a brand value of trust and quality over the time for this segment only. But they were not as successful in above 100CC products. Their 100CC or above 100CC customers are not satisfied in terms of fuel consumption or in resale value. As I recommended earlier they should focus on, from strategy to HRM analysis, an entire plan to create an efficient team both for marketing and service.

As they already started manufacturing and have a good infrastructure for manufacturing motorcycles, they should try to understand the test of the customers and make a perfect motorcycle for Bangladeshi people. Creating a difference would make them more attractive than their competitors and will bring market share. Not to fall in the traps by following the market leaders such as BAJAJ and TVS etc. and make a good attack for the upcoming brands like HERO, SUZUKI and HONDA.

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<http://www.bikebd.com>

Appendix:

List of Abbreviations

- RAL: Runner Automobiles
- Dayang: Chinese Motorcycle Brand
- Luoyang Northern Ek-chor Motorcycle Company: Manufacturer's of Dayang
- IMC: Integrated Marketing Communication
- MRP: Maximum Retail Price
- BDT: Bangladeshi Taka

Pictures of motorcycle Models of Dayang Runner:

DY 50



AD 80S (Alloy)



AD 80S Deluxe



AD 80S (spoke)



Galaxy



Bullet 100



Apollo



Bullet 135

